



A tax-exempt non-profit corporation founded in 1962

Stacie Johnston, Advertising Manager  
 The American Harp Journal  
 2 Charlton Street Suite 9K  
 New York NY 10014 USA  
 tel (business hours EST): 212-243-8511  
 fax: 212-243-6755  
 email: HarpAds@gmail.com

Dear Advertiser,

Please use the enclosed form to order your ad(s) for the Summer 2012 issue of *The American Harp Journal*. The deadline for reservations and payment for your advertising space is **May 1, 2012**. Artwork is due by **June 1, 2012**. Information about rates and formats are included below for your reference.

**Please note: CHECKS MUST ACCOMPANY THE ORDER**, with the exception of educational institutions, which may follow the normal purchasing procedure. All payments must be in **U.S. funds**.

### FILE REQUIREMENTS

We prefer that ad materials are provided as **Adobe Acrobat files** set at 300 dpi resolution, with compression set for none and embedded high resolution images and fonts. Other acceptable formats: InDesign or Quark Xpress files with high-resolution (300 dpi min.) image files and all fonts included; Illustrator files saved in EPS format with print-quality images embedded and fonts converted to outlines. For all other formats and specific information about four-color ads, please contact the advertising manager. If files are not available, please submit black and white camera ready art or reproduction proof. Images should be high quality photographs or laser originals with no screens. Advertisements should be enclosed in a ruled box or should be ruled at head and foot conforming to the measurements listed below.

*The American Harp Journal* will alter ads for an additional charge. A minimum \$50 charge will be assessed for any modifications made to process incomplete or incorrectly prepared ads.

Materials should be submitted on a CD, with a printout of the ad for reference. (*Disks will be returned ONLY if SASE is provided.*) Stuffed/zipped files can also be emailed to HarpAds@gmail.com.

### ADVERTISING RATES

	Price	Width		Height	Picas	Classified Advertisement (Single Issue) \$2.00 per word; P.O. boxes, telephone numbers, abbreviations, and zip codes counted as one word. Minimum insertion \$25.00. No artwork; the <i>Journal</i> will create all classified copy. Users of a post office box must provide the <i>Journal</i> with the street address and telephone number of the box holder.
Full Page	\$625	7"	x	10"	(42 x 60)	
Half Page	\$325					
Horizontal		7"	x	5"	(42 x 30)	
Vertical		3.5"	x	10"	(21 x 60)	
Quarter Page	\$175	3.5"	x	5"	(21 x 30)	
Eighth Page	\$125	3.5"	x	2.5"	(21 x 15)	

### Four-Color Pages

(please check with the Advertising Manager about availability of cover pages)

Cover Page*	\$1275	9"	x	11.5"	(54 x 69)
Full Page	\$1125	9"	x	11.5"	(54 x 69)
Half Page	\$550				
Horizontal		7"	x	5"	(42 x 30)
Vertical		3.5"	x	10"	(21 x 60)
Quarter Page	\$275	3.5"	x	5"	(21 x 30)

\* Includes 1/8" bleed

Sincerely,

Stacie Johnston, Advertising Manager  
 The American Harp Journal  
 tel (business hours): 212-243-8511  
 fax: 212-243-6755  
 email: HarpAds@gmail.com

# Order Form for Advertising Space in The American Harp Journal Vol. 23 No. 3 (Summer 2012)

Please complete this form:

1. To order advertising space in the Summer 2012 issue of *The American Harp Journal*.
2. To be added to the mailing list for future advertising opportunities. You will receive a mailing twice a year.

**INSTRUCTIONS:** Make check (in US funds only) payable to The American Harp Society, Inc., and mail to Stacie Johnston, Advertising Manager, The American Harp Journal, 2 Charlton Street, Suite 9K, New York, NY 10014.

**Reservation Deadline: May 1, 2012; Artwork Deadline: June 1, 2012**

No of Ads	Ad Type	Rate	Total
<b>COLOR</b>			
	cover page*	\$1,275	
	full page	\$1,125	
	half page	\$550	
	quarter page	\$275	
<b>BLACK &amp; WHITE</b>			
	full page	\$625	
	half page horizontal	\$325	
	half page vertical	\$325	
	quarter page	\$175	
	eighth page	\$125	
<b>TOTAL ENCLOSED:</b>			

\*contact Advertising Manager for availability before ordering

**CHECKS MUST ACCOMPANY ORDER.** Educational institutions may follow the normal purchasing procedure.

Check here if you are an educational institution and you would like an invoice.

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Billing Address \_\_\_\_\_

(if different) \_\_\_\_\_

Check here to be added to the mailing list.

**CHECK ONE:**

Artwork included.

Artwork will be emailed to HarpAds@gmail.com or sent on CD to the address above.

Please use advertisement from previous issue. (Attach a photocopy and indicate issue date and page number.)

\_\_\_\_\_  
(issue date and page number)